



***a winter
wonderland!***

QUÉBEC, FEBRUARY 8 TO 11, 2010

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Québec 



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Québec: a land of vast dimensions



A gateway to North America, Québec occupies an area of approximately 1.7 million square kilometres. It has four types of climate: arctic, subarctic, maritime, and humid continental, with the latter present in most of the populated territory. In fact, most of the 7.8 million Quebecers live in urban areas situated along the banks of the St. Lawrence River. The largest agglomerations are Montréal (3.7 million inhabitants) and the city of Québec (739,000 inhabitants).

Its drainage network is immense, covering a total area of more than 355,000 square kilometres. The mighty St. Lawrence River, a veritable marine highway measuring 3,700 km in length and giving direct access to the Great Lakes, crosses Québec from west to east.



Luc-Antoine Coulthier



Yves Tessier



Québec: a land of snow

In Québec,
winter is a fact of life.
Depending on the region,
the winter season lasts from
18 to 25 weeks, the ground
freezes for at least 4 months
down to depths of 1.2 to 3 m,
the number of days on which
there is snowfall ranges from
55 to more than 120, and
daily temperatures can
vary as much as
25 °C!

Coping with the ups and downs of winter has, therefore, always been essential to Québec's economic growth. But Quebecers have gone even further by developing a unique expertise in the area of winter service, an expertise they use to take full advantage of this season. Today, winter represents an economic, cultural and sports asset and an inherent part of their lives.

Québec demographics

Population of Québec	7,828,879 (80% live in cities)
Population of the greater metropolitan area	Montréal: 3,750,540
Land area	1,667,441 km ²
Latitude	45° to 60° N Montréal: 45° 28' N (80% of the population lives below the 47 th parallel)

Figures that speak volumes!

	MONTREAL (alt. 36 m)	QUÉBEC (alt. 64 m)	SEPT-ÎLES (alt. 55 m)	GASPÉ (alt. 34 m)
Aver. annual temp. (°C)	6.1	4.0	0.8	2.9
Aver. temp. in Jan. (°C)	-10.4	-12.8	-15.3	-11.9
Aver. temp. in July (°C)	20.9	19.2	15.3	16.6
Frost days (minimum temperature < 0°C)	153	176	202	203
Annual rainfall (mm)	760	924	757	752
Annual snowfall (cm)	214	316	412	380
Snow days (n)	81	107	119	106



The gouvernement du Québec

In Québec, the Government plays a key role in the area of roads and transportation, and is at the heart of Québec's network of expertise.

Whether it is a matter of equipment, materials, innovative processes, or the operation of infrastructures and transportation systems, the Government's reputation as a leader extends well beyond Québec's borders.



A reliable and efficient road network

The Québec road network spans some 135,000 km. The highway system, representing approximately 20% of the total length, falls under the responsibility of the ministère des Transports du Québec, while local roads, which make up roughly 80% of the network, are managed by municipalities.

Road transportation is vital to Québec's economy. In fact, it is estimated that nearly half of all freight, all markets combined, is transported by truck. Moreover, all local and urban transportation of goods in Québec is done by truck.

In addition, while people use cars for 93% of all their interurban trips and for 75% of their trips within urban areas, in 2008, Québec nonetheless ranked first in Canada for the number of trips (per inhabitant) made using public transit.

Major challenges

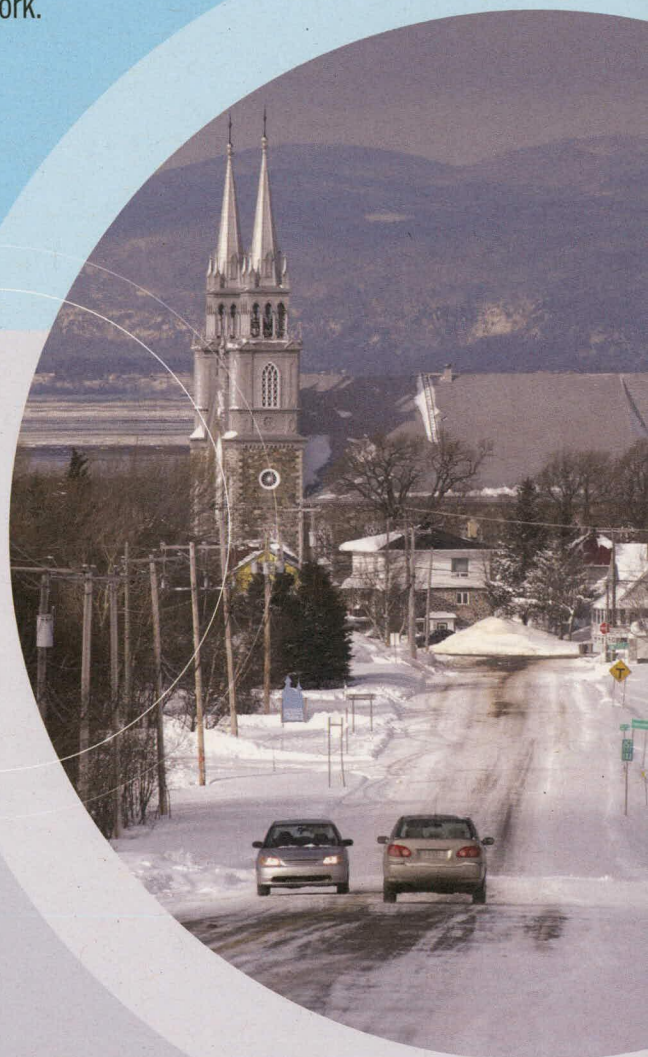
The immensity of the territory served and the dispersed populations, the presence of numerous watercourses and the harsh climate all pose major challenges when it comes to managing and maintaining the network.

Furthermore, between 1996 and 2006, the number of vehicles on the road rose significantly, from 4.34 million to 5.54 million, representing an increase of 27.6%.

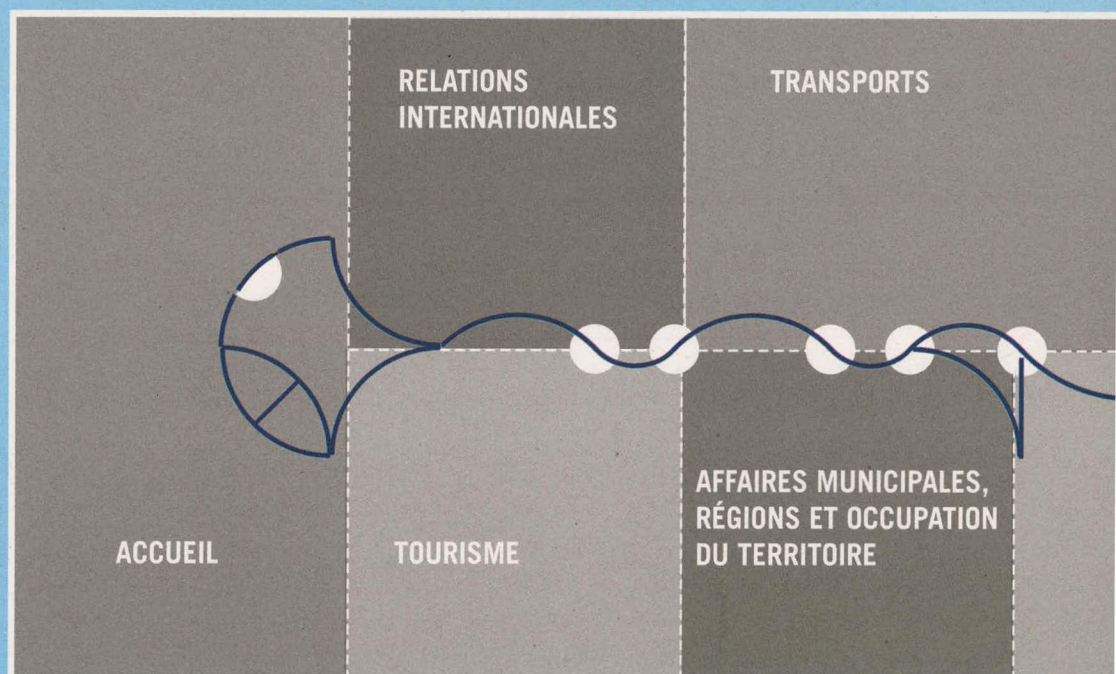
Nearly 30%
of the road network
serves only 5% of Québec's
total population.

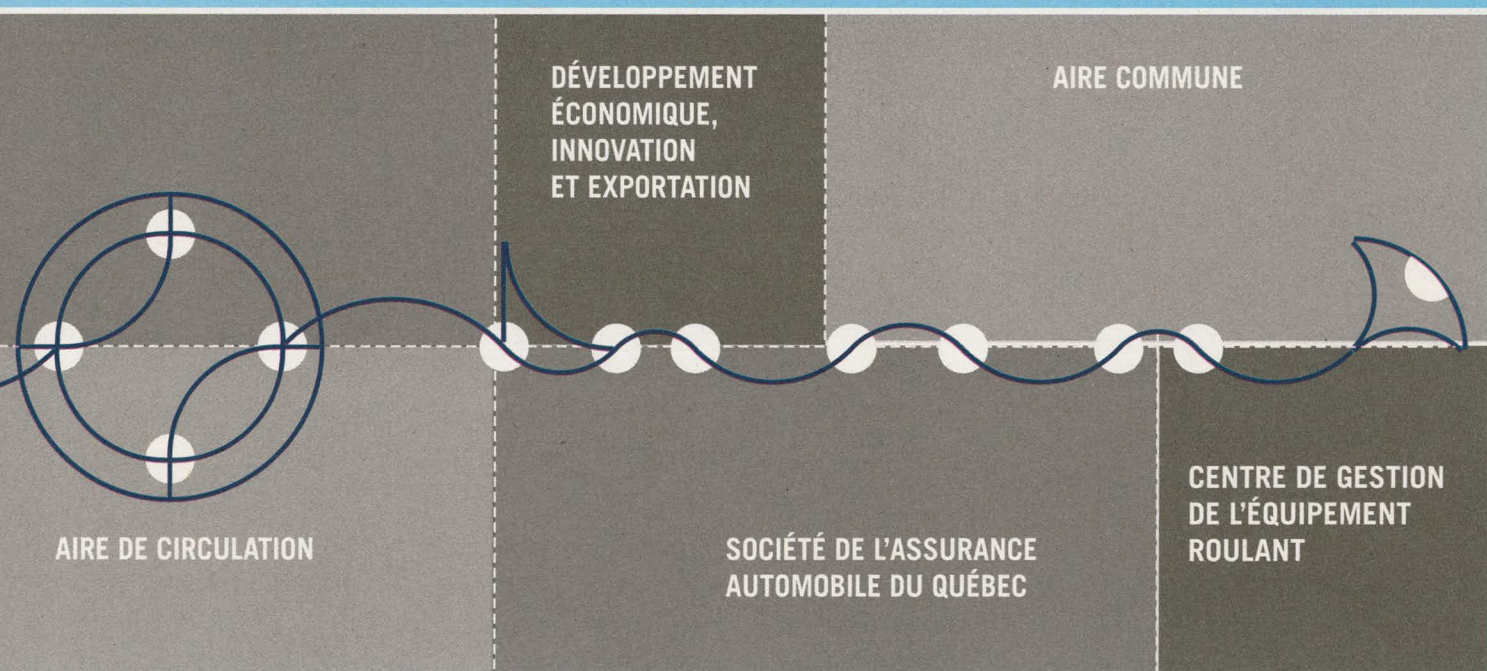
In this context, winter road maintenance requires great effort to ensure that people can get around in total safety, regardless of the weather conditions.

Fortunately, with a unique expertise developed over many years, Québec is able to offer its population highly efficient and safe transportation systems.



Québec Pavilion Floor Plan





An overall approach to public vehicle fleetmanagement



Managing a fleet of more than 7,500 vehicles and equipment units, the Centre de gestion de l'équipement roulant (CGER – Rolling Stock Management Centre) counts on 66 mechanical workshops in the four corners of Québec to provide you with quality service wherever you are. Our dynamic and experienced team offers you various services intended to support you in managing fleet, including fleet management analysis, vehicle leasing, vehicle repair and maintenance, engineering services and driver training.

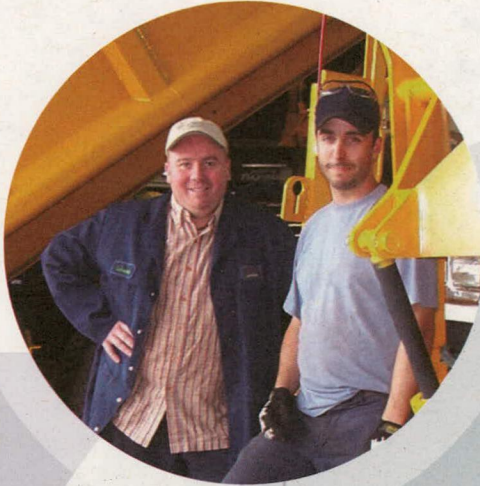
The confidence of our clientele

The client is at the centre of all of CGER's activities and its satisfaction is a key factor in achieving success.

CGER's clientele:

- Québec government departments
- public bodies
- municipal bodies





The flexibility of our team

More than just a fleet, CGER is a team of experts in design, maintenance and repair of heavy or light equipment.

75% of CGER's employees are distributed throughout Québec.

The reliability of our services

CGER offers various services adapted to the needs of its clientele and intended to support it in managing its fleet.

- Turnkey vehicle leasing
- Fleet management analysis
- Vehicle repair and maintenance based on hourly rates
- Engineering services
- Driver education
- Fuel supply



**Affaires municipales,
Régions et Occupation
du territoire**

Québec



Partnering with municipalities throughout Québec

Winter's splendours are on the way in the cities and regions alike and everyone wants to enjoy the cold weather. Citizens around Québec can rely on the high-quality local services their municipality provides to capitalize on winter's pleasures and decrease its concerns. Skaters, cross-country skiers, snowmobilers and riders can all count on facilities that offer a full range of activities for getting the most out of this wonderful season.





The mission of the Ministère des Relations internationales is to promote and defend Québec's interests on the international level, while ensuring respect for its jurisdiction and the coherence of government activities. It is central to effective international action planned and carried out to serve Quebecers according to sustainable development principles.

The Ministère des Relations internationales plans, organizes and manages government activities abroad, including those associated with its departments and agencies, and coordinates their activities in Québec regarding international relations.



Organization

The Ministère's operations are structured around its two main components: its headquarters in Québec and its delegations, located in 17 countries worldwide.

Representatives and clients

The Ministère serves as an advisor and coordinator within the government. As such, most of its services are based on these purposes. It is also responsible for establishing and maintaining good relations between Québec and foreign governments as well as with international organizations.

Finally, the Ministère manages programs and services that directly target citizens, companies, institutions and non-governmental agencies, which include:

- individuals, businesses and institutions seeking information on its programs and services, as well as on the international activities of the Government of Québec;
- individuals and institutions interested in participating in cooperation projects stemming from signed agreements between the Government of Québec and its foreign partners;
- international cooperation organizations who wish to carry out development projects, coordinate international solidarity internships for youths or receive support to carry out public educational activities in Québec;
- post-graduate students interested in participating in internships at international governmental organizations;
- individuals, businesses or institutions seeking to participate in foreign missions led by the Premier or by a minister.

A network at your service

28 offices spread across 17 countries



Unique expertise!

Mission

The mission of the Ministère des Transports du Québec is to serve the public by ensuring the sustainable mobility of people and goods throughout Québec on safe, efficient transportation systems that contribute to the development of Québec.



The ministère des Transports du Québec (MTQ) is responsible for managing the highway system in Québec, which includes 30,000 km of road infrastructures, more than 5,100 structures, and the 7,500 km of the strategic highway system supporting international trade, which makes it possible to provide access to 87% of the population and support 91% of all jobs in Québec.

Despite the harsh climate and an expansive and diversified network, the MTQ is proud to provide all of its users with high-quality winter maintenance services, regardless of their location.

These services are based on the maintenance standards that govern the MTQ and the contractors whose services it enlists. These standards are established according to the various types of roads and the traffic flow.

A total of slightly more than \$248 million is invested for winter maintenance of the road network each year!

Mobilized resources

- A **province-wide network of instructors** ensure that the labour force involved in winter maintenance is **qualified**;
- **1,580 trucks** are dispatched simultaneously throughout the highway network during precipitation events;
- **775,000 tons of salt** are delivered to the MTQ and its agents every winter.

Dynamic and effective technologies

The MTQ has developed **open-architecture** road weather stations that allow it to integrate **a variety of road condition and environmental sensors** based on its needs. The parameters that are measured play a pivotal role in the winter maintenance strategies devised by the teams at the MTQ.

A total of 36 permanent stations are installed throughout the province, and 13 new stations will be erected in the near future.

A new generation of **mobile road weather stations** designed by the MTQ allow for **real-time** processing of the data collected along the route travelled by the patrol vehicle in which they are installed, or remote processing at a service centre by means of **telemetry**.



The mobile road weather stations are equipped with a variety of sensors that make it possible to determine the geographic position of the vehicle and to measure the parameters that are essential to making decisions related to winter maintenance, including:

- road surface temperature;
- air temperature;
- relative humidity;
- atmospheric pressure and altitude.

There are currently 128 mobile units available and operational throughout the highway system that the MTQ is responsible for.

The MTQ is in the process of implementing **vehicular communication of data**. This approach uses wireless technology, and more specifically, instruments that rely on the principle of teledetection, which allows for monitoring of the **movement and activities of maintenance vehicles in real time** and even for the **recreation of events** for subsequent analysis of the various steps that were taken.

Effective communication with users

Québec 511, is an integrated multimodal portal, the objective of which is to facilitate access to transportation information **by telephone and via the Internet** in order to allow road users to plan their travel throughout Québec more effectively.

In addition, the MTQ has developed **recognized and standardized terminology** that ensures better understanding of the information that is transmitted.

Proper travel planning contributes to increased security throughout the road network!



Sustainable winter maintenance

Cognizant of the effects of using road salt throughout the road network, the MTQ has adopted a management plan aimed at improving its practices with respect to **supplies, storage, distribution, and elimination of waste snow**. The objective is to optimize the use of road salt in order to reduce its impact on the environment.

Through the adoption of its **strategy for the environmental management of road salt**, the MTQ and its partners are urging public administrations throughout Québec to follow its lead.



The Québec land transportation equipment industry



The Québec land transportation equipment industry includes nearly 900 companies, employs over 40,000 people and generates more than \$10 billion in revenue. This industry is characterized by major order givers, particularly Bombardier Transportation, Bombardier Recreational Products (BRP), and Volvo Group, and by a large number of small and medium enterprises (SME), which supply the major order givers. Some SMEs have developed their own line of vehicles in small-scale production.

Effective adaptation to winter

Over time, Québec has adapted effectively to its harsh winter climate by designing a wide range of safe, high-performance transportation vehicles and accessories to meet its on-road and off-road mobility and recreational needs.

Québec companies have created industrial, removable and self-propelled snowblowers, sidewalk snow removal vehicles and snowmobiles for work and recreation. This equipment is distributed on the regional and international markets and is aimed at a very diverse clientele, including the private sector, municipalities, airports, governments and railways.





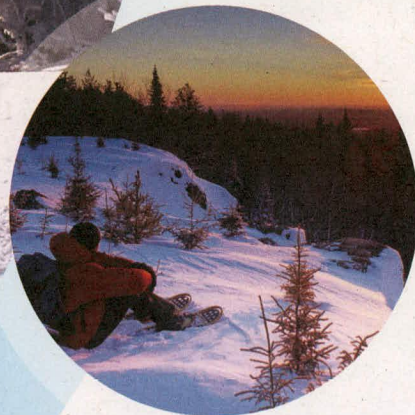


Québec
bonjourquebec.com

FOURNISSEURS D'ÉMOTIONS DEPUIS 1534



The Québec City Winter Carnival,
warm up winter!



For a truly memorable thrill, explore Québec's
33,700-kilometre (20,900-mi.) network
of groomed snowmobiling trails.

Experience the excitement of winter!



Québec's cities entice with their seamless blend of North American drive and European sophistication.

Slip on your skis!
In the Laurentides, Tremblant and resorts located in the Saint-Sauveur Valley attract the lion's share of skiers. Sutton, Orford, Owl's Head and Bromont give visitors to the Eastern Townships a "peak" experience. The Mont-Sainte-Anne resort is a must-do with its sublime ski slopes and ski like you've never done before at Le Massif, with the majestic St. Lawrence as a backdrop. It goes without saying that snowboarding is available just about everywhere!



Jean Sylvain

**Société de l'assurance
automobile**

Québec



Compensation
of accident victims

Vehicle
registration

Issuing
of driver's
licences





Regulation and awareness

- Assessment of conduct on the part of heavy vehicle drivers, owners and operators;
- Driver fatigue;
- Driving and off-duty time for heavy vehicle drivers;
- Mechanical inspection of heavy vehicles;
- Road safety and road-sharing awareness campaigns during snow removal operations.

Unique expertise in

- monitoring snow removal operations;
- monitoring transport traffic;
- overseeing compliance with regulations;
- road safety awareness during snow removal operations.



Address book

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